WALLACE W. MEYER, JR.

De Soto, Kansas 66018
Email: wmeyerjr@ku.edu

Cell:
Res:
Office: (785) 864-7583

SUMMARY: A senior corporate manager with entrepreneurial experience in start-up companies, turn-around situations, IPO implementation; further experience in consulting to both Fortune 500 and emerging companies and in marketing for a wide array of products and industries. Have initiated a second career in recognition of my good fortune in industry by joining the faculty at the School of Business to start, run and grow the entrepreneurship program at KU.

EXPERIENCE

2005 to present **University of Kansas, School of Business** **Director of Entrepreneurship Programs**
Lawrence, KS
Creator and instructor of experiential learning studies in entrepreneurship, business consulting and business plan development; architect of KU Center of Entrepreneurship whose outreach program, *KU for KS*, applies entrepreneurial solutions to improve economically distressed areas of KS via grant support secured from the US Department of Commerce; started and manage students' Jayhawk Consulting providing business consulting to major regional firms; member of the Dean's Advisory Board as well as the Finance and Management Advisory Boards; Advisor to new KU E(ntrepreneurship) Club. Winner of the 2008 Outstanding Teaching Award of the School of Business and the 2009 Outstanding Educator Award from the Undergraduate Business Council.

2002 to 2005 **Persuadable Marketing Corporation** **Chief Executive Officer**
Prairie Village, KS
Repositioned and generated 5X sales growth of this online market research company which helps businesses find their best new prospects, those competitive users who are persuadable to purchase client brands by expanding offerings to include strategic analysis, marketing and media research products.

1998 – 2002 **SciTech Plastics Group, LLC** **Chairman and Chief Executive Officer**
Kansas City, MO
Organized and fully capitalized start-up venture ($15M equity, $30M senior debt) created to provide an integrated supply solution to medical plastic products' manufacturing challenges, apply advanced plastics processing technology and 'best in class' management techniques to improve operations of acquired companies. Designed overall business strategy, conducted acquisition of eight companies, two strategic alliances, selected to provide a complete portfolio of contract manufacturing solutions, and managed integration of diverse company cultures and product offerings. Created value: generating over $45MM+ in revenues, $6MM+ in EBITDA and on-track to meet Internal Rate of Return goal for investors

1997 - 1998 **efficient market services, inc.** **President and Chief Executive Officer**
Deerfield, IL
Conceived and managed turnaround strategy which achieved +102% increase in revenues and +30% increase in profitability in first six months of new plan for this premier information technology company whose consumer demand information services collected from its network of 4000 stores nationally, generates more than 120 million product sales forecasts everyday enables retailers and manufacturers to be more efficient in the way they market and distribute products.

1993 - 1997 **SPRINT** **Vice President, Marketing and Sales**
Kansas City, MO
Responsible for overall P & L management of both $1.5 billion U.S. and $850 million international telecommunications businesses providing residential long distance services as well as sales management of approximately 1300 employee force generating over $2.3 billion in total Consumer Group revenues with an expense budget of $450 million.

WALLACE W. MEYER, JR.

1991 - 1993 **CATALINA MARKETING CORPORATION** - Anaheim, CA **President and Chief Operating Officer**
The largest supplier of in-store electronic marketing services.

Managed company growth from $30M to $100M and supervised company's Initial Public Offering on New York Stock Exchange for this 300 employee, in-store electronic marketing and information technology company serving more than 100 of the nation's leading consumer products manufacturers which influences the purchasing behavior of over 70 million shoppers weekly.

1988 - 1991 **GLENDINNING ASSOCIATES** - Westport, CT **Vice President and Partner**

Managed, developed and delivered a record volume of consulting projects two years in succession for this leading national marketing and sales management consulting firm.

1977 - 1987 **RJR NABISCO, INC.** - Parsippany, NJ **Director of Marketing**

Managed marketing and sales of Planters brands with sales revenue of $350M, promotion budget of $35M, advertising budget of $25M and professional staff of 19. Additionally, turned around Planters Snacks line increasing profits over 500%, relaunched Planters single serve nut lines increasing sales volume 24% and successfully introduced new Planters Premium Select Popcorn.
Managed development of wholly new business unit which expanded Nabisco cookie, cracker, snacks and confection product sales to Mass Merchandisers, Drug and Convenience classes of trade, resulting in achievement of $37M in incremental Year 1 sales.
Conceived, developed and introduced several new confection products including Breath Savers Mints (# 1 sugar free breath mint), Bonkers! Fruit Candy (#2 kids non-chocolate candy). Turned around Bubble Yum Bubble Gum via application of new manufacturing technology and marketing positioning, achieving 42% share increase in two years.

PREVIOUS CORPORATE EXPERIENCE INCLUDES:

The Gillette Company	Marketing Manager	1973 - 1977
Richardson-Vicks (Div. of Procter & Gamble)	Product Manager/Sales Manager	1971 - 1973
BBDO Advertising	Account Executive	1970 - 1971

TEACHING EXPERIENCE:

Johnson County Community College, Adjunct Professor in Entrepreneurship; and Marketing Management; Fall 2003-Spring 2005
Kauffman Foundation, Business Counselor teaching Fast Trac New Venture Planning; Spring 2004 – Spring 2009
University of Missouri, Bloch School of Business, Lecturer for EMBA degree program in Marketing Management, Fall 2005
University of Kansas School of Business, Guest Lecturer in New Venture Financing, Fall 2000
Fairfield University, Fairfield, CT, Instructor in Marketing, Business Seminar (capstone course), 1989-1990
Newbury College, Boston, MA, Instructor in Marketing, 1976-1977
Kauffman Foundation, Fast Trac New Venture Planning Facilitator Training, March 2005
Johnson County Community College, Adjunct Certification Training, 2004

EDUCATION

Franklin and Marshall College, Bachelor of Arts, 1970
Baker University, Masters of Business Administration, April 2005, GPA: 4.0

ADDENDUM

Principle Investigator (PI), University Center for economic development in KS via US Dept. of Commerce multi-year grant
Voting Member: University of Kansas Conflict of Interest Committee (current)
Member: Board of Advisors, Children's Mercy Hospital Bioethics Center (current)
Member: KU School of Business Advisory Boards in Marketing, Management and Finance (current)
Member, Board of Directors, HiPer Technology Corporation (current)
Member, Mid America Angels investment group
Member, Board of Directors and Treasurer, KCPT Public Television (2000 – 2006)
Member, Board of Directors, Boy Scouts of America, Heart of America Council (1996 - 2007)
Member, Executive Committee of Board of Directors, Lyric Opera of Kansas City (1993 – 1998)
Consultant to Kauffman Foundation for Fast Trac User Market Research Study: July 2004
Contributor to the Fast Trac New Venture Program and the Planning the Entrepreneurial Venture Program; Author of selected sections of both programs' current teaching materials; peer reviewer for other entrepreneurship texts for major publishers.